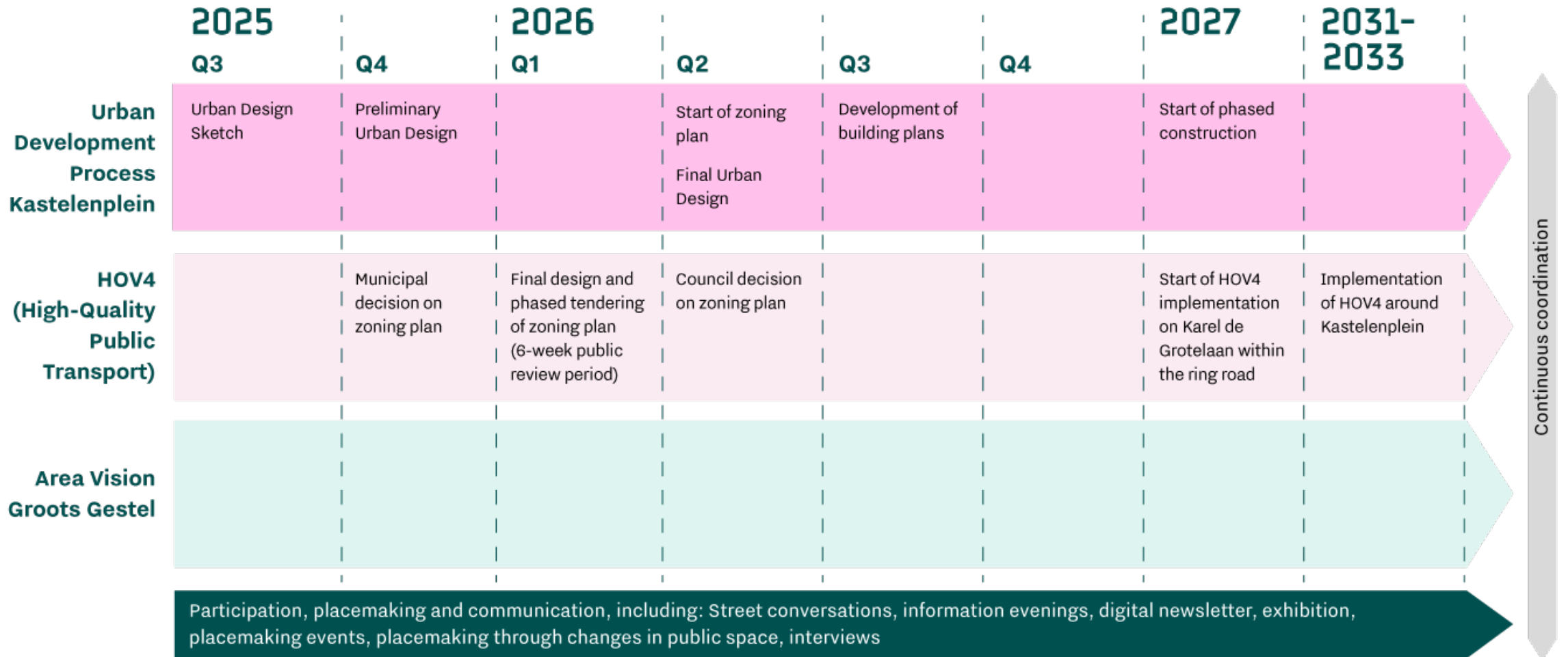


Fijn Kastelenplein



Process Diagram – Kastelenplein



Connecting

Social and physical cohesion

We connect social qualities and spatial opportunities for the heart of Kastelenplein. This means we're not only building with bricks but also fostering **social connections** and **vitality**. We also work according to the cast back method: by jointly envisioning the clearest possible dream for Kastelenplein, we determine what actions are needed now to ultimately reach that goal on the horizon.



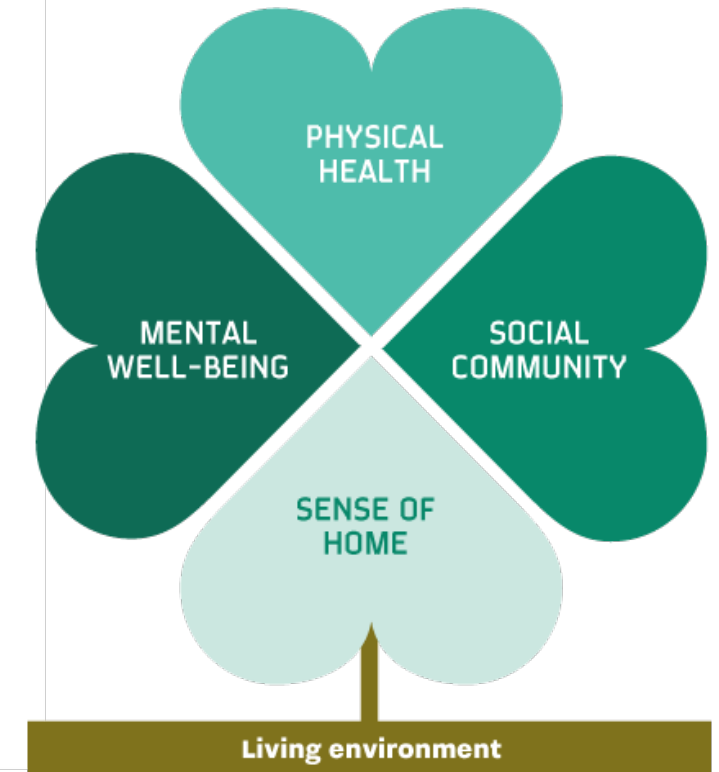
Clover4Model



Based on the positive health model, the Clover 4 model was developed. It makes the four elements that influence happiness and vitality in every person more understandable and easier to discuss. This enables residents, land-owning partners, municipal departments (such as maintenance, infrastructure, and welfare), and social partners (such as health centers, care providers, housing corporations, and educational institutions) to better understand each other and incorporate key values into the shared housing vision.



“Positive health model” by Machteld Hubert



“Clover4model” by Hilke Huysinga

Connecting Three Dimensions



Based on the positive health model, we translate what this requires from the living environment - both socially and spatially.

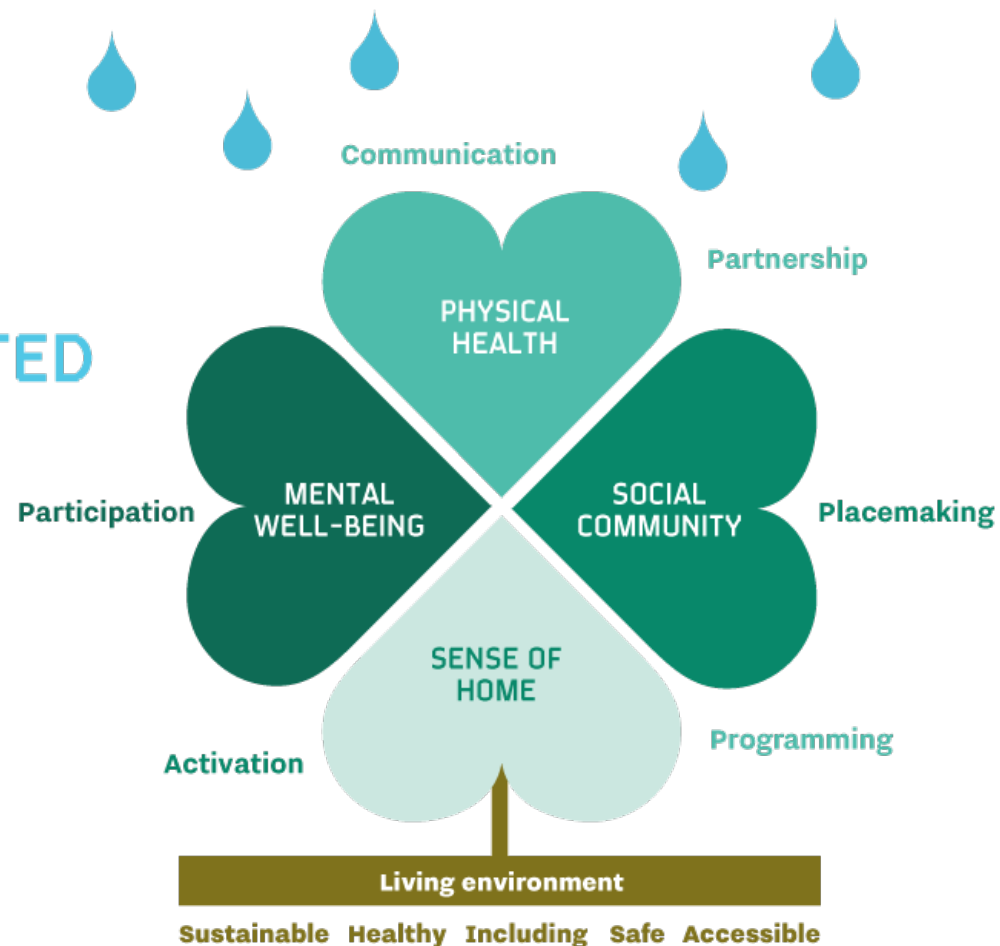
The Clover 4 model provides a clear framework to explain and collaborate on enhancing people's vitality and happiness.

These social values are then linked to the physical living environment and to a working method that guides us step by step through the implementation.

PROCESS-RELATED

SOCIAL

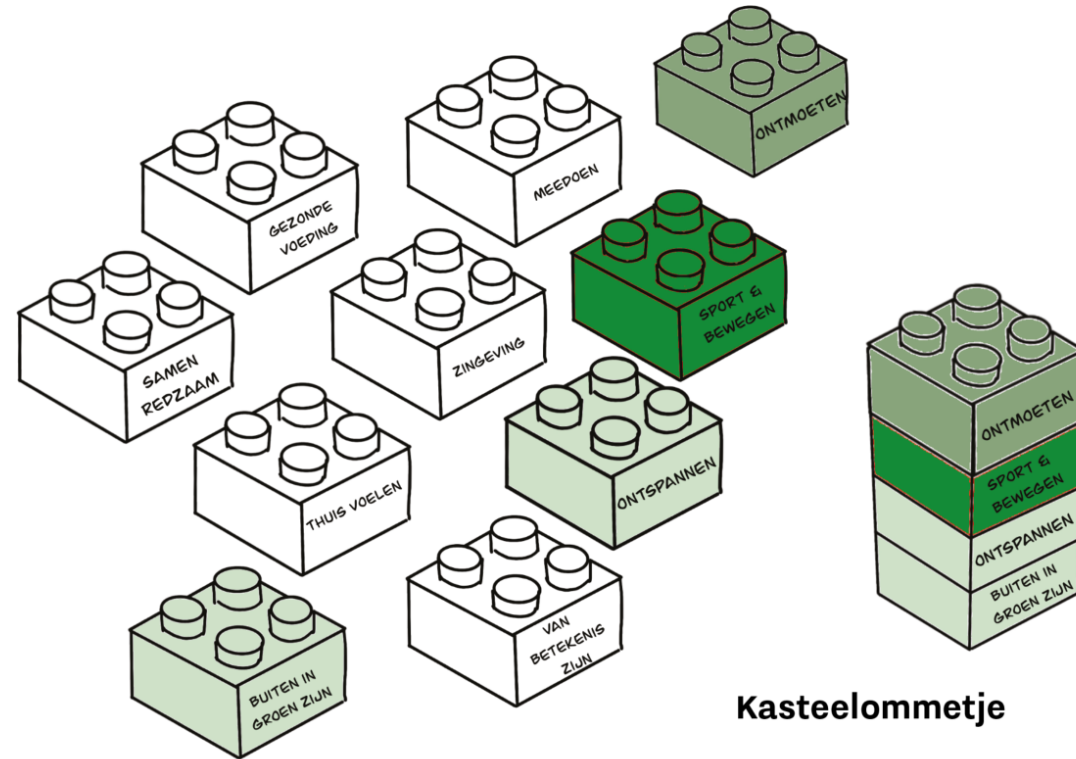
PHYSICAL



Building Blocks



Using the four leaves of the Clover 4 model (heart-shaped for a reason), we can assess the spatial and social qualities of the neighborhood. For each planned neighborhood feature, we show which parts (leaves) of the Clover 4 model it contributes to. For example: Kastelen Walk – a walking path that connects all facilities in the neighborhood and is enjoyable to walk.



It contributes to:

- Movement (physical health)
- Outdoor relaxation (mental well-being)
- Meeting others (social community)
- Connection to your living environment (sense of home)

Meeting and a healthy lifestyle as the foundation



- Kastelen Walk
- Inclusion as a starting point
- Outdoor movement/play (e.g. play triggers, integrating free-running into the landscape design)



Programming for social and vital living

- Shopping Square
- Center for Positive Health
- Bibliotoop (a hybrid between a library and a meeting place)

Collaboration



Connection is the magic word

Only by involving people on multiple levels and connecting the gathered interests and qualities can we create a heart for Kastelenplein.

A heart that is inclusive, contributes to well-being, is sustainable, and financially sound.

The various perspectives come together at the participation tables, where we engage in dialogue based on the Clover4model.



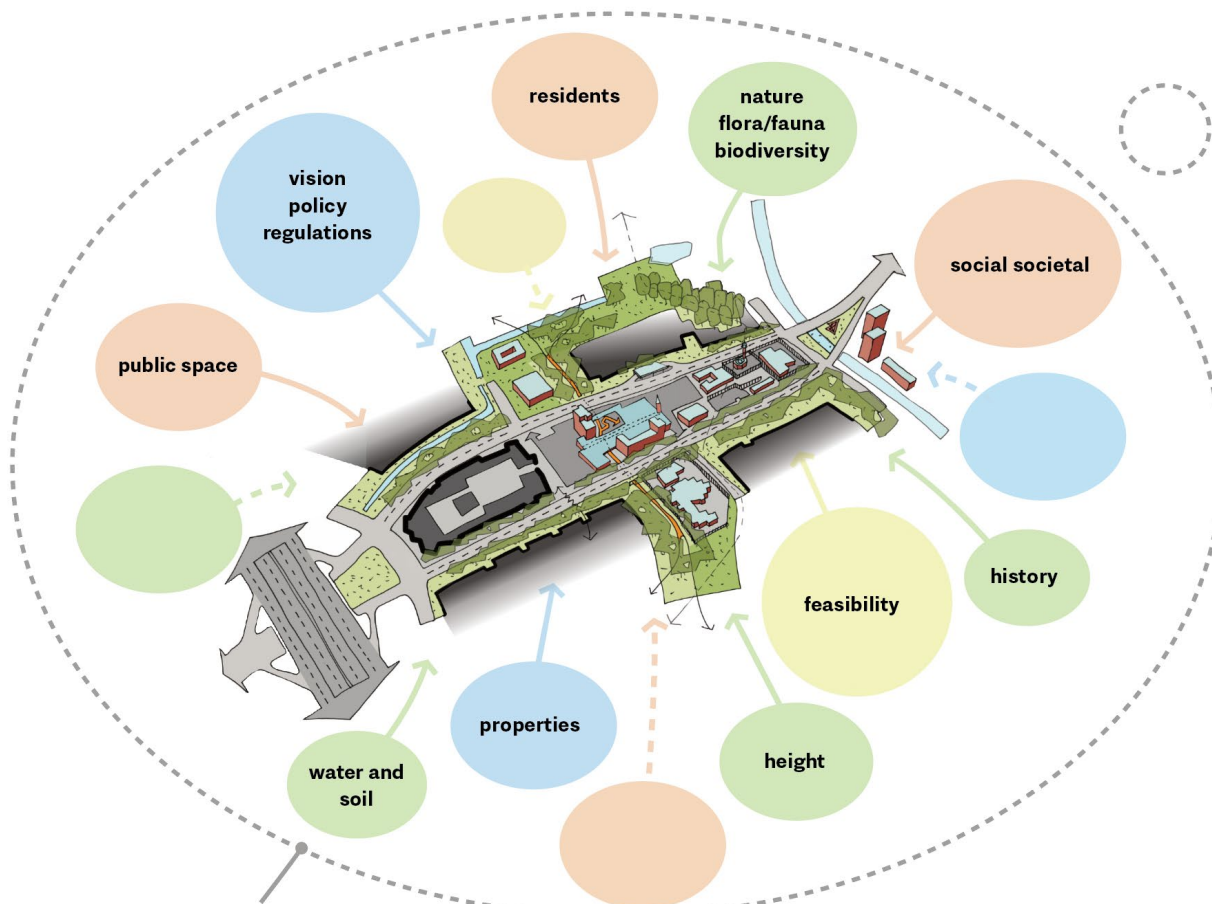
Co-creating Kastelenplein

How are we going to do that?

- **Neighborhood expo**
- **Neighborhood visits**
- **Neighborhood activities (Placemaking)**
- **Four participation tables**
 - Neighborhood table: a group of engaged residents (a diverse mix) who help think through the social structure and spatial opportunities in the neighborhood, including a youth table
 - Social partners table
 - Entrepreneurs table
 - Future table



Building the housing dream of Kastelenplein together



Comprehensive assignment

By 2040, Kastelenplein will be the beating heart of Gestel: green, inclusive, and full of connection.

The residential valley will be the green front yard, with comfortable cycling and walking routes, and space to exercise, play, and relax.

Kastelenplein will have grown into a vibrant residential and shopping area, rich in amenities and pleasant to spend time in.

What did you find important?



Four key ambitions for Kastelenplein



Residents identify with these four ambitions:

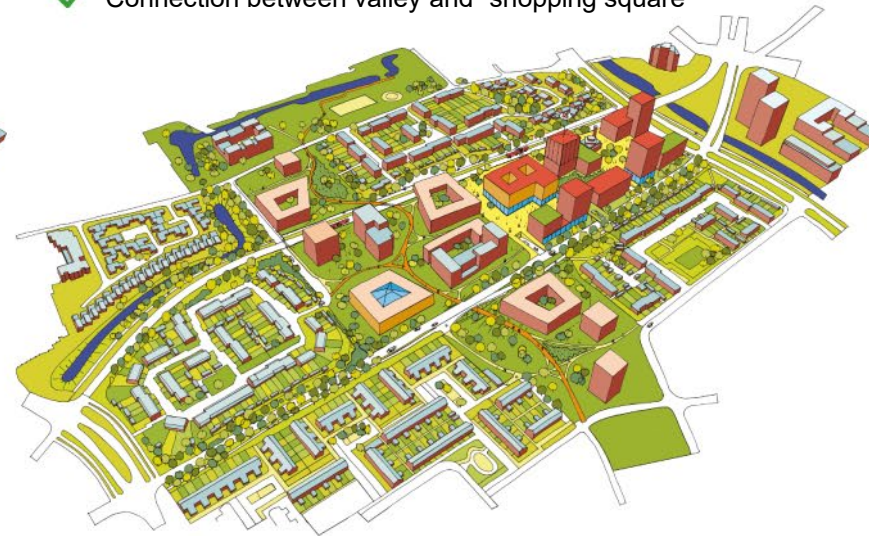
- 1. Extend greenery across Kastelenplein**
 - Shaping the **'green heart'** of Gestel
 - More greenery with attention to climate adaptation
- 2. Accessible for everyone**
 - Cyclists and pedestrians above ground, cars underground
 - **No isolated areas**, but comfortable connections
- 3. A vibrant social hub**
 - More housing and amenities
 - A socially safe environment **24/7 with space for interaction**
- 4. Lively residential and shopping area**
 - Diverse range of shops, caring and full-service
 - Varied and affordable housing

What did you think of the first sketches and ideas?



- ✗ Bridge at Keverberg
- ✗ Renovation of shopping center
- ✓ Green residential courtyard at Kasteellaan
- ✗ Many height differences in public space

- ✓ Green residential valley
- ✓ Completely new shopping center
- ✗ Paved square at Kasteellaan
- ✓ Connection between valley and shopping square

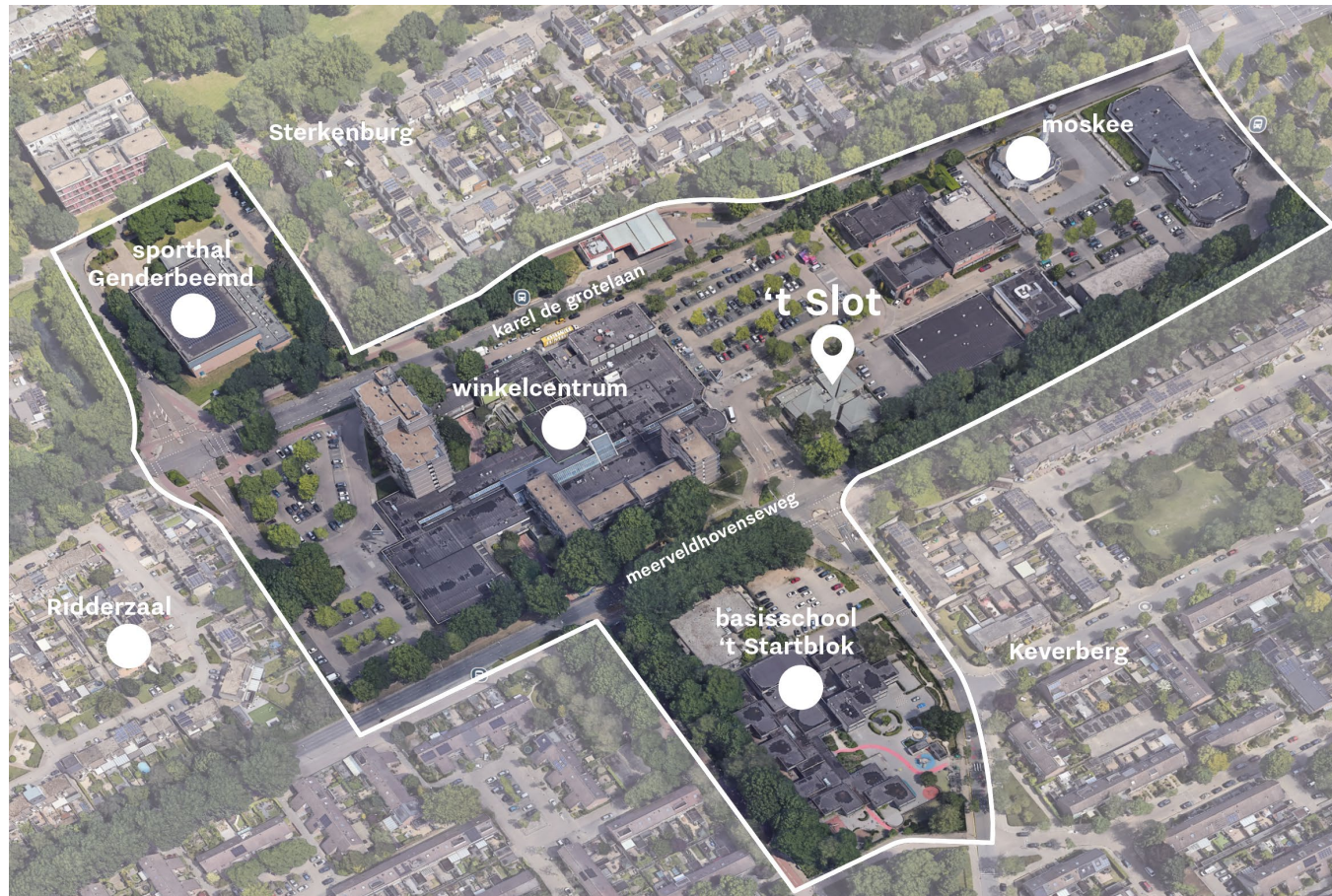


Key values

Green, residential park, new compact shopping center, mix of housing and amenities (preferably close together), safe routes with meeting places, shared gardens, and Kastelenplein as the 'living room of the neighborhood'.

Approximately 75% chose 'The Residential Valley' as the base concept for Kastelenplein

What is our planning area?



The planning area is bordered by: Meerveldhovenseweg, Karel de Grotelaan, Ridderzaal, Kasteellaan, up to Sterkenburg and Keverberg.

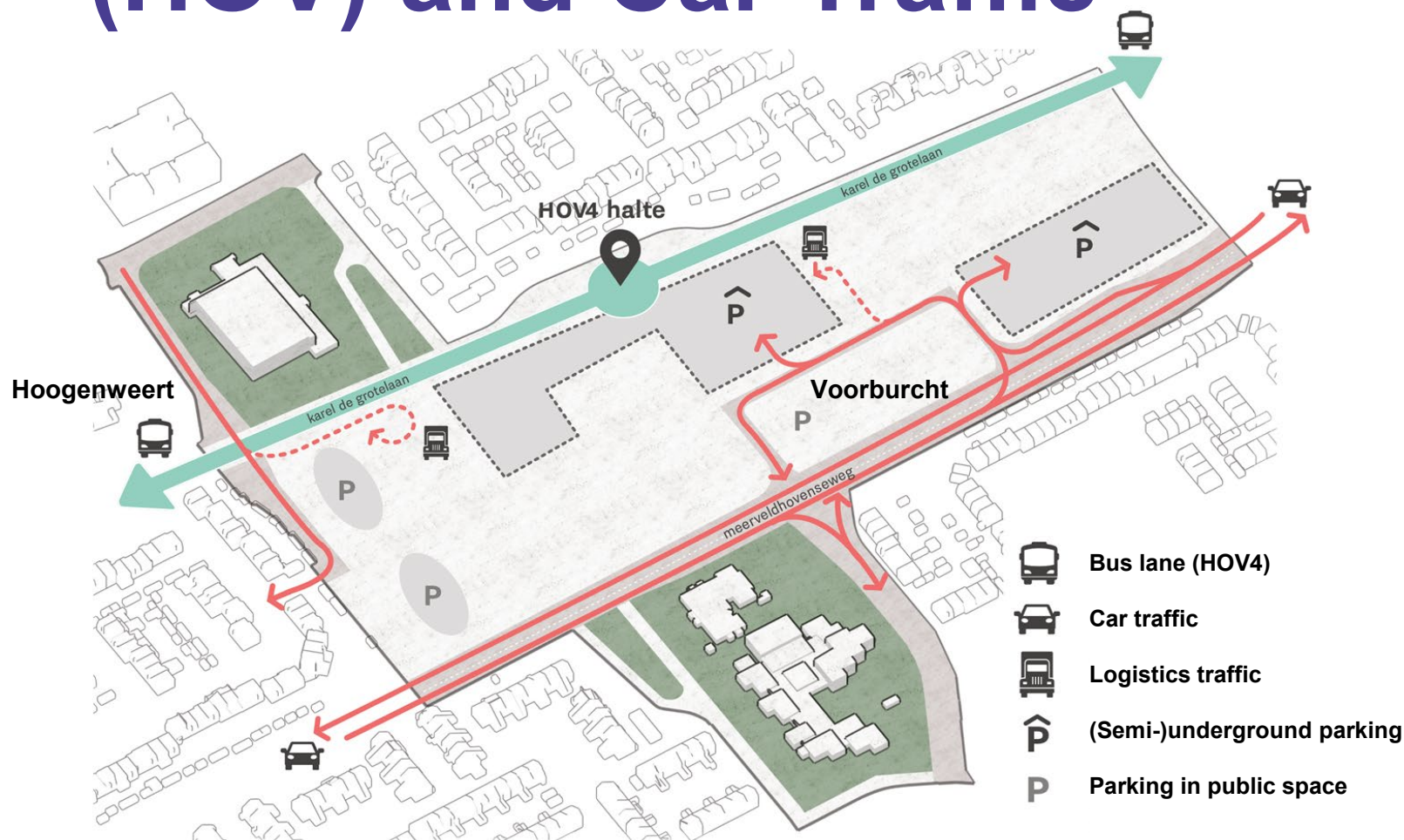
What will definitely stay, and what can change?



We will retain the two residential buildings, the mosque, and the valuable trees. Everything else can be reconsidered.

- 't Slot? – Function remains, but not the building
- Shopping center? – Retail size remains roughly the same, with at least 2 supermarkets
- Care cluster? – Facilities will stay
- Parking spaces? – Will remain, but in a different form, for both housing and shopping; limited surface-level parking
- High-rise buildings? – High-rise is not a goal; construction will be tailored to the neighborhood, with approx. 1,000 new homes added
- Ridderzaal – Access via Hoogenweert
- Greening – More greenery, with functional use

High-Quality Public Transport (HOV) and Car Traffic



Karel de Grotelaan will become a dedicated HOV bus lane, with the HOV stop located at Kastelenplein.

Meerveldhovenseweg will have two-way traffic, and access to Kastelenplein will be via Voorburcht.

Hoogenweert will provide access to Ridderzaal and Slotpark.

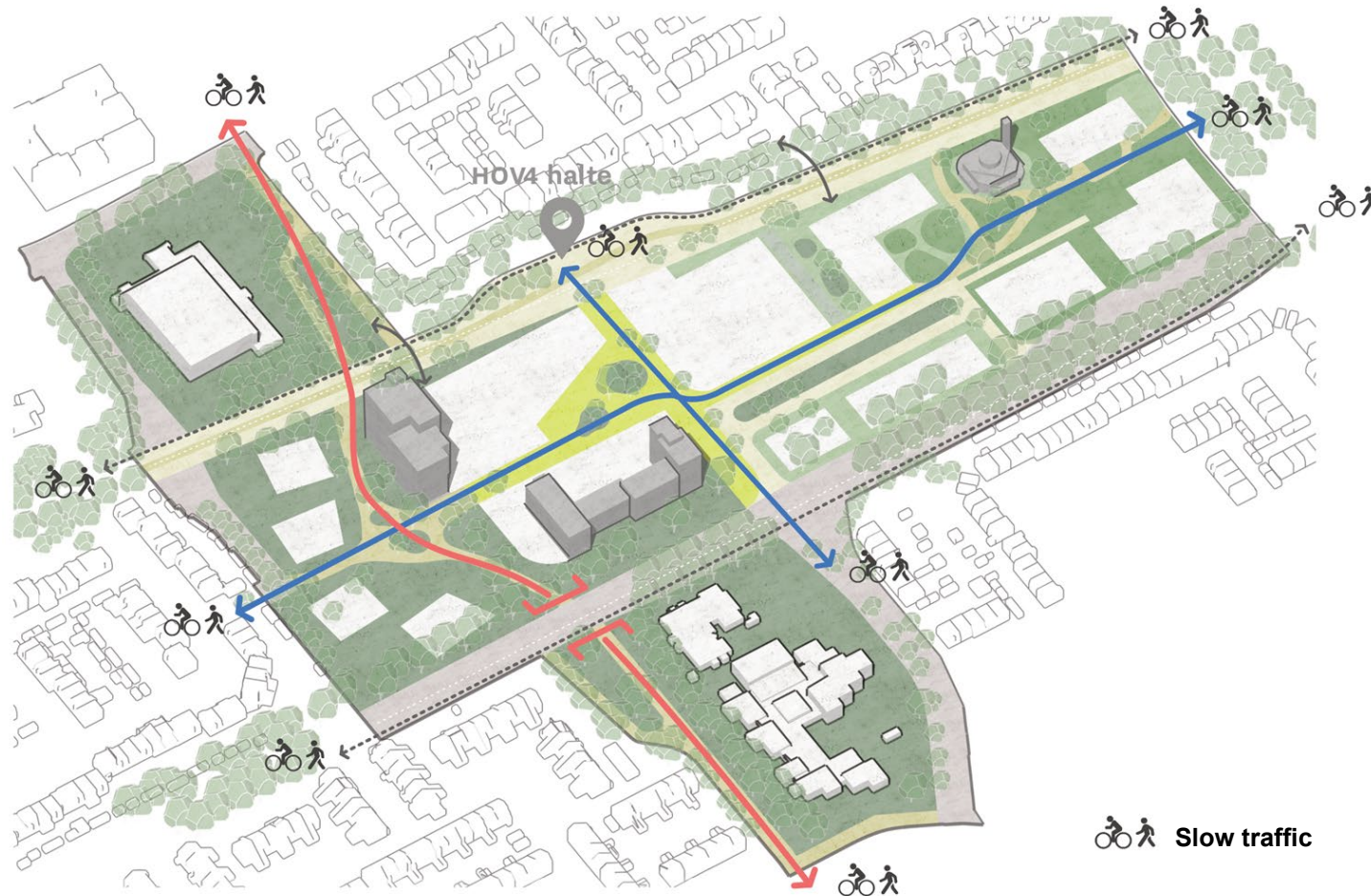
Connecting Places



Kastelenplein and Voorburcht form the central locations for compact buildings that combine shopping, housing, amenities, and hospitality.

Slotpark and Hofuin consist of new green residential blocks with shared gardens.

Public Space



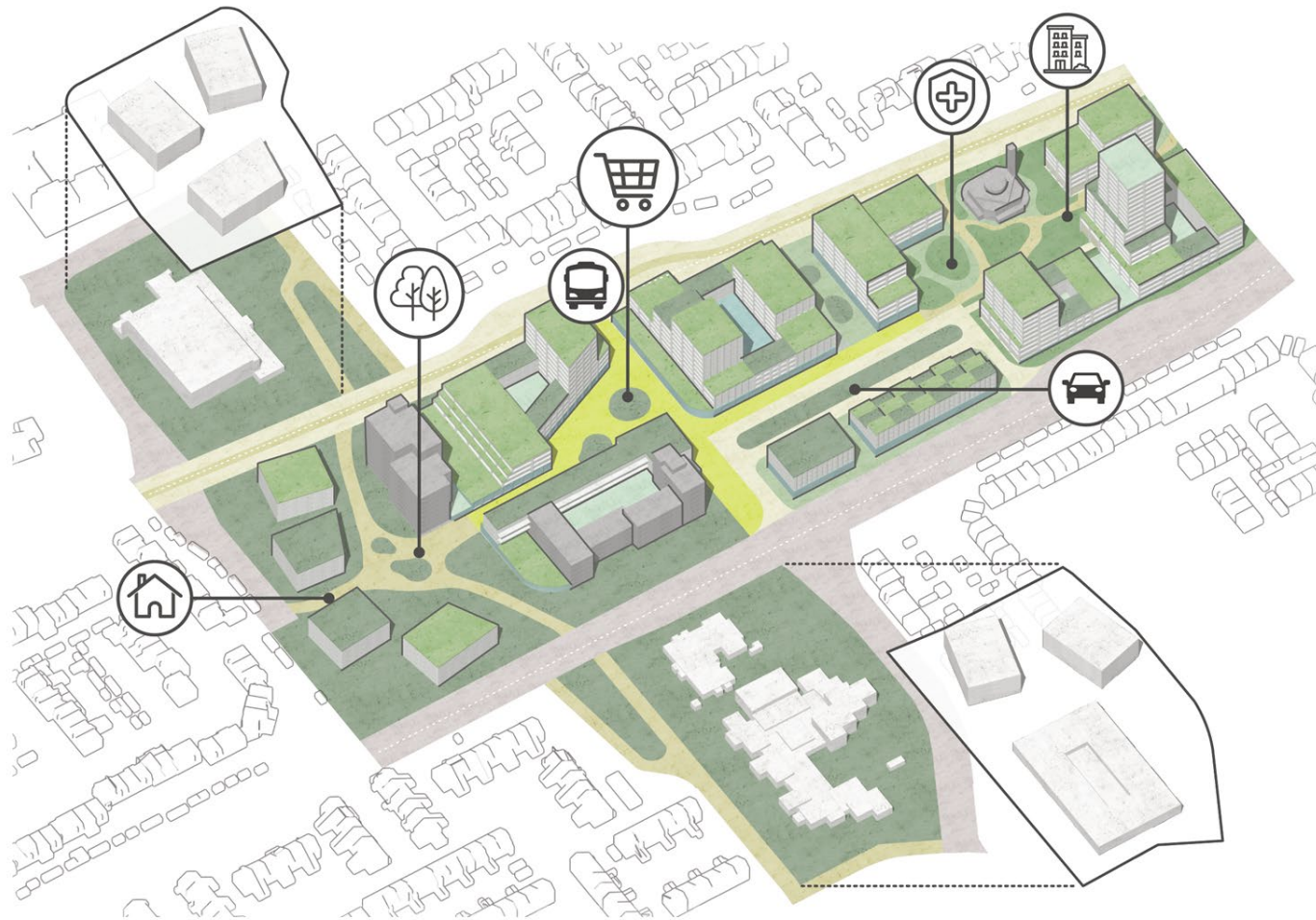
Green is the defining color of Kastelenplein.

A new central street links Slotpark, Kastelenplein, Voorburch, and Hoftuin.

There are comfortable and safe routes to all surrounding neighborhoods.

Karel de Grotelaan and Meerveldhovenseweg will be redesigned as urban boulevards.

Buildings and Program



- Kastelenplein: shopping, housing, “bibliotoop” (library concept), and hospitality
- Slotpark: play, recreation, and housing
- Sports hall location: potential new residential area
- Care cluster location: redevelopment for care and housing
- Voorburcht: housing, working, and parking
- Hoftuin: housing, possibly small-scale workspaces
- School/daycare location: redevelopment for school/daycare and housing
- HOV: HOV stop and bus lane

Impression from Meerveldhovenseweg



02

03

04

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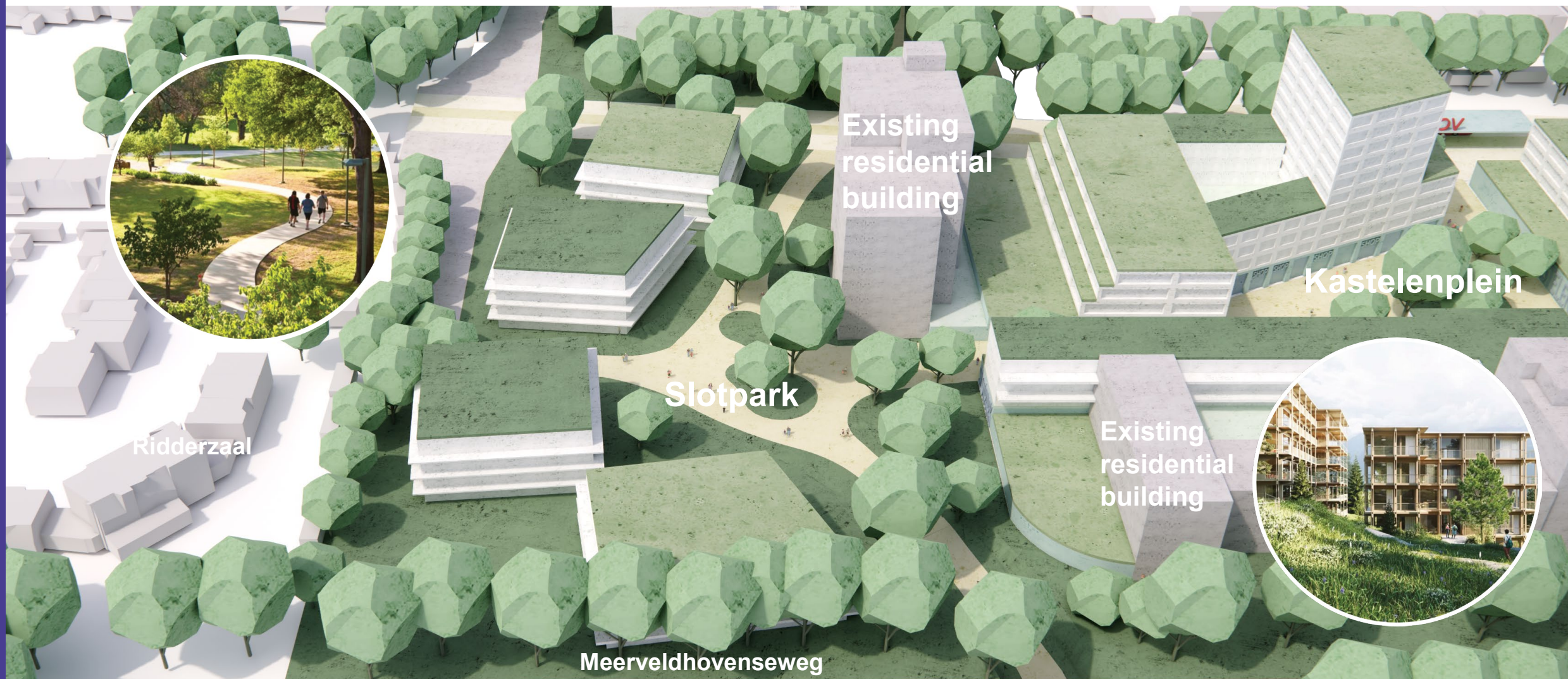
12

09



- 01 Kastelenplein - winkelplein
- 02 Ridderzaal
- 03 Woongebouw KdG
- 04 Slotpark
- 05 Woongebouw MVW
- 06 Keverberg
- 07 Voorburcht – ontvangstplein
- 08 Moskee
- 09 Hoftuin – Kasteellaan
- 10 Karel de Grotelaan
- 11 HOV4 halte
- 12 Meerveldhovenseweg

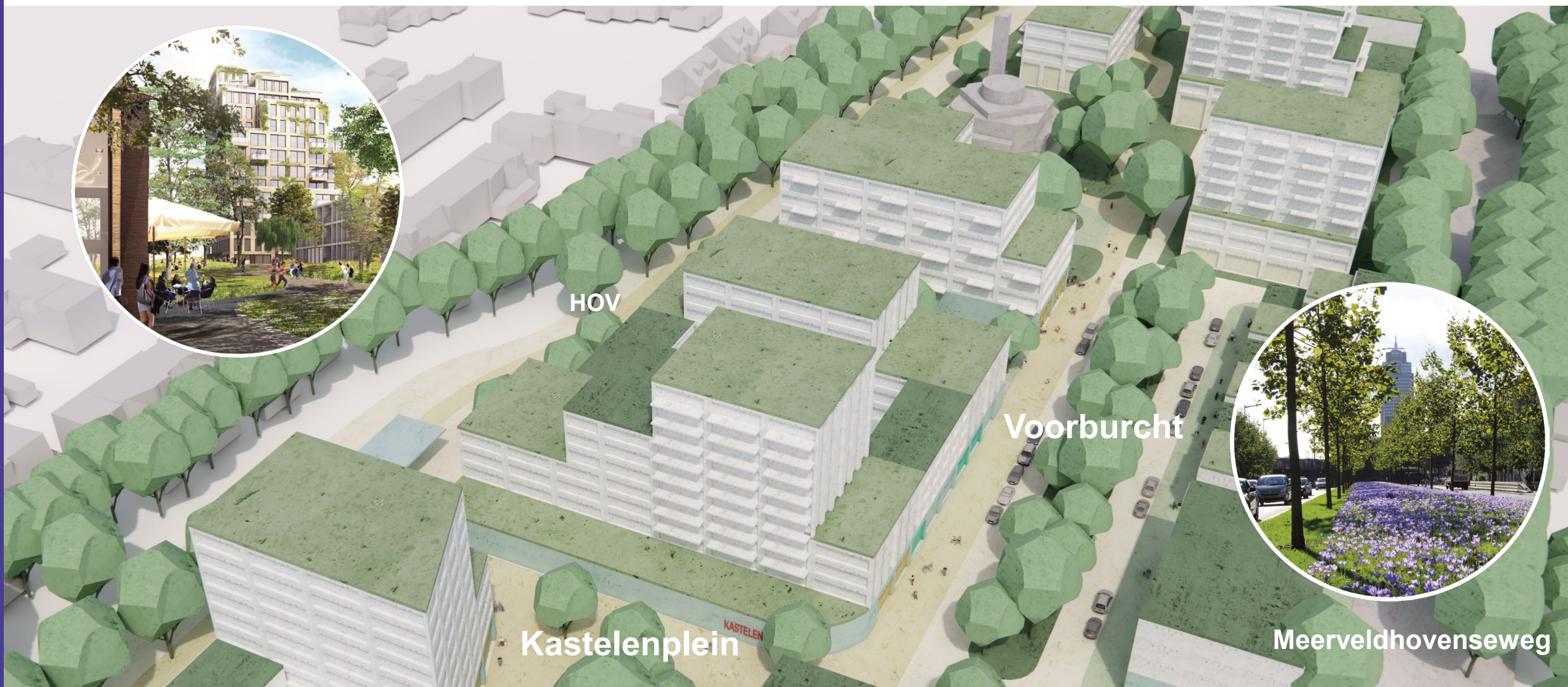
Impression - Slotpark



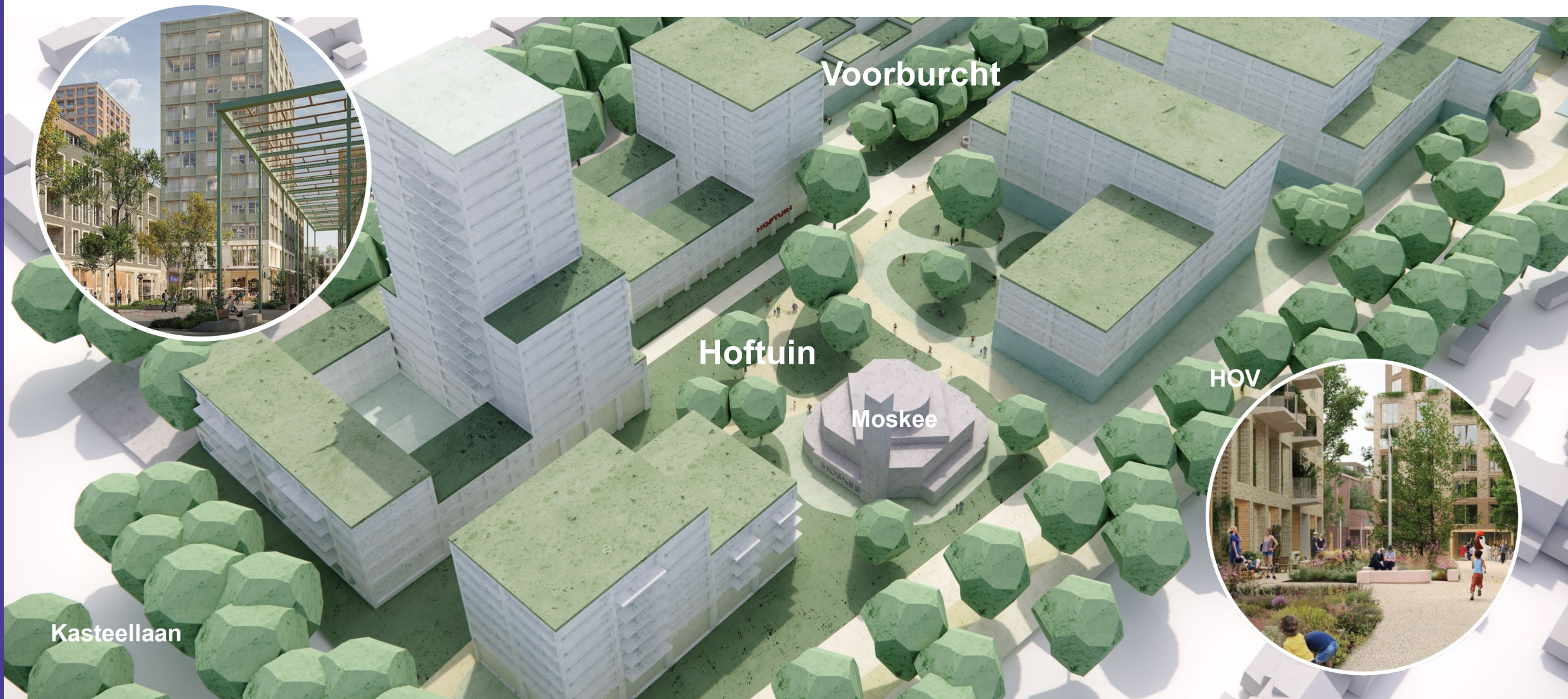
Impression - Kastelenplein



Impression - Voorburcht



Impression - Hoftuin



Impression from Karel de Grotelaan



- 01 Kastelenplein - winkelplein
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Thank you!

- **Join the neighborhood table!**
As a representative of Kastelenplein.
- **Do you have a fun idea for an activity at Kastelenplein?**
Let us know - we'd love to hear from you!

